



**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF BUSINESS AND ECONOMICS
UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF BUSINESS
ADMINISTRATION
1ST YEAR 2ND SEMESTER 2013/2014 ACADEMIC YEAR
REGULAR**

COURSE CODE: ABA 108

COURSE TITLE: BUSINESS COMMUNICATION

EXAM VENUE: LR 5

STREAM: (BBA)

DATE: 13/8/14

EXAM SESSION: 9.00 – 11.00AM

TIME: 2 HOURS

Instructions:

- 1. Answer question 1 (compulsory) in Section A and any other 2 questions in Section B .**
- 2. Candidates are advised not to write on the question paper.**
- 3. Candidates must hand in their answer booklets to the invigilator while in the examination room.**

QUESTION ONE (COMPULSORY 30 MARKS)

- a. Define communication (1 mk)
- b. Explain the following prerequisites for effective communication.
 - i. Communication skills (4mks)
 - ii. Personality. (2mks)
- c. State **four** features of a summary. (4mks)
- d. Explain **three** objectives of Business letters (3mks)
- e. Read the badly written business letter below and answer the following questions

SUPREME FURNISHERS LTD

P.O.BOX 14673, NAIROBI Tel 020467826 Email: sfl@yahoo.com

The Manager,

Rafiki Guest House,

P.O BOX 4321

BONDO.

Dear Sirs,

The furniture you ordered for has arrived at hour showrooms. Please telephone the undersigned personally to say weather you will collect it or we shoud deliver it to you; we shall be uncomfotable with either. Remember we want your money immediatly you get the furniture so have it ready. Your early reply will be appreciated. Yours sincerely, Managr.

Rewrite the letter in full with all ten faults and errors corrected. (10mks)

QUESTION TWO (20 MARKS)

- a. Explain **five** features of business letters. (10mks)
- b. William received only 20 pieces of textbooks from Oxford Press Int., although 25 pieces were ordered. The cartons were damaged, so the fault did not occur during the transport. Write the letter of complaint for William. (10mks)

QUESTION THREE (20 MARKS)

- a. Identify **one** weakness of mathematical theory of communication. (1mks)
- b. stat**three** examples of formal communication channels in a Business organization(3 mks)
- c. Explain **five** types of Business letters. (10mks)
- d. Explain **three** ways the appearance of a business letter can be made appealing to the reader. (6mks)

QUESTION FOUR (20 MARKS)

- a. Explain **three** types of business letters. (6 mks)
- b. Explain the following principles of Business Communication.
 - i. Conciseness (2mks)
 - ii. Completeness (2mks)
 - iii. Courtesy (2mks)
 - iv. Correctness (2mks)
 - v. Logical organization (2mks)
- c. Write a memorandum to members of the organization where you are a CEO addressing their late arrival to work. (4 mks)

QUESTION FIVE (20 MARKS)

- a. State the **three** parts of public speech presentation. (3mks)
- b. Identify **two** differences between short public speech presentation and long speech presentation. (2mks)
- c. State **two** importance of feedback in communication. (2mks)
- d. Identify **three** features of effective communication. (3mks)
- e. Explain **five** principles of effective Public Speaking. (10mks)